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Inside Information

United States Department
of Agriculture

Office of Information

Washington, D.C. 20250

VOLUME 7, NUMBER 31

October 28, 1985

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OREGON SEEKS YOUR HELP

Oregon State University's Extension Agricultural Communications plans to develop a computer-access publications list for use in county Extension offices, and seek information from anyone now using such a system. If you have any experience you are willing to share with Oregon, contact them.

Here are some questions they have: 1) Is there existing software that will handle sorting by more than one keyword at a time? Or, did you have to develop an application for some data base management software? 2) How did you determine what keywords to use? 3) Do you use a central system that is accessed by modem, or do you provide counties with updated diskettes? 4) What problems have you encountered with your system?

Most of their county offices have IBM-PC's or compatibles. If you have anything to share, call them at (503) 754-3311, or electronic mailbox AGS1951.

Or write to Ken Kingsley or Evelyn Liss, Agricultural Communications, Administrative Services Bldg. 422, Oregon State Univ., Corvallis, OR 97331.

IDAHO ALSO SEEKING HELP

Scott V. Fedale, Idaho Agricultural Communications Center, would like to know if any State has developed a 4-H project aimed at teaching kids how to produce videotapes. And, if so, would you be willing to share these materials?

You can contact Scott by electronic mail AGS706.

POLLY CICA DIES

Pauline Harlan Cica, who recently celebrated her 75th birthday, died at her apartment in Arlington, VA, on October 16 of an apparent heart attack.

She retired from ARS Information in 1983, after more than 35 years of Federal service as a visual information specialist. She was very active in many projects even after her retirement.

FITTON RECEIVES AWARD

H. Nelson Fitton received the Director's Award from USDA's Graduate School for his outstanding contributions to the school in his role as chairman of the editing curriculum. The award, the highest honor bestowed by the school, was presented to Fitton during an October 19 ceremony in Washington, D.C.

Affiliated with the Graduate School since 1962, Fitton last year led a committee that developed new technical editing and editorial management specialties in the editing certificate program.

Fitton retired last December from his post as chief of the Office of Information's Publishing Division, after 24 years of service with USDA. He is a past president and member of the National Association of Government Communicators who last year named him "Communicator of the Year." He also is an associate fellow of the Society for Technical Communication.

GOLD CIRCLE AWARD WINNER

Wes Pedersen, for the third year in a row, has received the Gold Circle Award for outstanding communication from the American Society of Association Executives. The award, the "Oscar" of the association communications world, was presented for his "total communication program" for the Washington based Public Affairs Council. A former National Association of Government Communicators president, he is director of communications and public relations for the Public Affairs Council.

CALENDAR OF AGRICULTURAL EVENTS

An informative calendar of upcoming agricultural events and happenings is available through the "USDA Online" service on the ITT Dialcom system.

The calendar, formally called "Calendar of Agricultural Events," is known as "AGCAL" on the system.

When you are signed into the computer, at the first system prompt (>), type the command "USDA." This gets you into the "USDA Online" service. If you want the entire menu, enter the command "HELP." Among the available codes will be the code "AGCAL" for the "Calendar of Agricultural Events" service.

You can by-pass the "HELP" command if you choose, and enter "AGCAL" (any form will do: AGCAL, agcal, Agcal) at the menu prompt (--).

A real short cut is to simply enter "USDA AGCAL" at the system level prompt. This will take you directly to the menu prompt in the calendar.

You will then be asked if you want to "Read, Scan or Search." Let's suppose you choose to scan the latest issue. You would enter "SCAN," hit the return (or enter) key, and you'll get a listing of the entire calendar contents. You then can choose which period of time you would like to read by entering the appropriate corresponding number following the menu prompt.

The calendar is updated each Monday morning. No hard copies are available. It was designed by the Special Programs Division of USDA's Office of Information for use by public affairs/information offices of USDA, land grant universities and State departments of agriculture, and other using the ITT Dialcom system.

On the following page are detailed instructions on getting the calendar, and an entry sample. Try it, and let the editor know what you think about it.

For further information, or if you have any events or conferences that you would like to see included in the calendar, contact the Ag Calendar editor Denver Browning at (202) 447-2058. His Dialcom mailbox is AGR209.

LINE BY LINE INSTRUCTIONS FOR GETTING AGCAL

>usda

Welcome to ONLINE -- a service of the U.S. Department of Agriculture.
If you have questions about the service that are not answered by the
"HELP" or "INFO" commands, please send your questions to 57:AGR004.

Enter a service code or HELP for a list

--help

CODE	SERVICE
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*	AGCAL	Calendar of Agricultural Events
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Enter a service code or HELP for a list

--agcal

Read, Scan or Search

--scan

Press RETURN for the latest issue, or
enter STARTING and ENDING dates.

CALENDAR OF AGRICULTURAL EVENTS

Monday October 28, 1985

- 1 OCTOBER 28-31
- 2 NOVEMBER 1-16
- 3 NOVEMBER 17-30
- 4 DECEMBER
- 5 1986 EVENTS

Read or Mail which ones?

--1

CALENDAR OF AGRICULTURAL EVENTS

Monday October 28, 1985

OCTOBER 28-31

October 28

National Assn. of State Departments of Agriculture Annual Convention
Atlantic City, New Jersey
USDA Speaker: Secretary of Agriculture John R. Block

FAS SEEKS PUBLIC AFFAIRS SPECIALIST

A public affairs specialist, GS-1035-11/12, is needed by the Foreign Agricultural Service's Media and Public Affairs Branch, in Washington. Responsibilities would include research, writing and production of radio and television features explaining the mission of the agency.

Duties would include script preparation, interviews, audio and video editing and use of special effects.

Applicants must have skill in written and oral communication, personal relations and analysis.

Contact: Tim Dorman, USDA, FAS Personnel Division, (202) 447-4236.
Closing date is November 5.

ASSISTANT EDITOR NEEDED

The National Association of Government Communicators' Board of Directors is looking for an assistant editor for its newsletter the "Communicator."

The job requires experience in newspaper, newsletter, or magazine writing; copy editing, layout and working with authors.

Those interested should send a brief resume to Don Finley, Vice President for Administration, U.S. Geological Survey, 119 National Center, Reston, VA 22092, or call him at (703) 860-7444.

OKLAHOMA WANTS PRODUCER/DIRECTOR

Oklahoma State University needs someone to be the producer-anchor for a daily television program aimed at farm families and consumers. The position requires a person experienced in on-camera work and in program production. Experience and knowledge in Agricultural and rural life also are important.

The applicant must be able to relate well with the public both on and off camera and be able to work in harmony with a wide range of personalities. Travel throughout Oklahoma is required.

Eligibility requirements are a BS degree and three years experience in television, including on-camera reporting and producing.

The job is located at Oklahoma State University in Stillwater, and the salary is open, with consideration given to education and experience. They would like to fill the position by December 1.

To apply, send resume, audition tape and three reference letters to: Charles N. Voyles, Agricultural Information, 102 Public Information Bldg., Oklahoma State University, Stillwater, OK 74078.

INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Any items, comments or inquiries should be addressed to either Denver Browning or Nancy Bevis, Office of Information, Room 536-A, U.S. Department of Agriculture, Washington, DC 20250 or AGR209 or AGR001 mailboxes on the ITT Dialcom system, or call (202)447-7454.

